

Name _____ Period _____

Chapter 13.1 - The Sales Process

List the Steps of a Sale

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Approaching the Customer

The _____ is the first face to face contact with a customer.

What are the purposes of the Approach

- 1.
- 2.
- 3.

In the Business-to-business selling situation, what happens during the preapproach?

The Approach in Business-to-Business Selling should include the following steps:

1.

2.

3.

4.

The Approach in Retail Selling

-If customer is in a _____, approach_____.

-If customer is undecided, let them _____.

-Encourage customers to look around and to_____.

Methods for the Initial Approach include:

Explain each approach and give an example.

Service Approach

Greeting Approach

Merchandise Approach

Explain the difference between "business-to-business" selling and "retail selling"